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12 FILMS IN SIX MONTHS FROM MGM

'KING OF KINGS' TOP PICTURE IN EXCELLENT PROGRAM

With King of Kings the highlight, MGM promises Canadian exhibitors a dozen outstanding feature motion pictures for Fall and Winter. The Samuel Bronston production, of the scope of Ben-Hur, will have its first Canadian date at the University, Toronto (where the latter film ran for over a year) beginning Oct. 25. It will open at the Alouette, Montreal Nov. 1. French, Italian and German are among the five languages in which the film will be dubbed.

Directed by Nicholas Ray from Philip Yordan's screenplay, King of Kings offers Jeffrey Hunter in the role of Christ and among those starring with him are Siobhan McKenna, Hurd Hatfield, Viveca Lindfors and Robert Ryan.

Also eagerly awaited is The

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Peterborough, Ont. Now Odeon Community

Theatre pooling project of Famous Players Canadian Corp. and The Odeon Theatres (Canada) Ltd. made Peterborough, Ont. an Odeon town recently. That company assumed operation of FP's Paramount, in addition to its own Odeon. The Capitol, previously owned and operated by Twentieth Century Theatres, was purchased and closed by FP, leaving Peterborough with two theatres instead of three.

City supervisor and manager of the Paramount will be Jim Chalmers, formerly of Brampton. Manager of the Odeon will be Kerry Gilmor, who was manager of the Odeon, Trenton until it was sold to and closed by Twentieth Century Theatres.

More theatres will change hands among the major circuits and some will close in the interests of sensible economics. These moves are dictated by losses and shortage of pictures.

Warners' 'Term Of Trial'

Laurence Olivier will star in Warners' Term of Trial.

Labow To Africa For Export Assn.

Jack L. Labow, a Canadian, has been named manager of the new American Motion Picture Export Company (Africa) Inc., it was announced last week by Eric Johnston, president of the Motion Picture Export Association of America, and G. Griffith John-

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Press, Business Want Cinemas

The continued closing of theatres has brought editorial expressions of regret in many communities, along with sentimental articles. People have developed an attachment to theatres they have patronized for many years and their minds turn to the happy days

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Again With The 35m. Color Ptg.

Louis Rosenfeld, veteran distribution executive, noting that articles have been appearing in this paper about representations to Ottawa for an import duty on 35 mm. color prints, entered the controversy by writing to us. "Aside from the all-important

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MGM TV In Toronto

MGM is now selling directly to Canadian TV stations through MGM TV, of which Wm. Robinson is sales manager and which has its quarters in the MGM building in Toronto. Robinson, who was previously with Screen Gems (Canada) Ltd., is responsible to New York.

Short Throws

GOVERNMENT aid for private motion picture production in Canada is favored by F. R. (Budge) Crawley, it was stated in an interview with the Ottawa film maker by Bob Blackburn of The Telegram, Toronto. "Crawley would like to see a system here similar to that in France, where a film producer can borrow money from the Government with no more collateral than the celluloid itself," wrote Blackburn.

PARAMOUNT Pictures, parent company of Famous Players, showed a half-year gain over the 1960 period, even though its 1961 second quarter was below its first. Consolidated earnings for the first six months of this year were estimated at $4,420,000, equal to $2.62 a share on 1,684,481 shares outstanding.

BIGGEST prize in the 20-year history of Foto-Nite, $16,900, was won recently by Mrs. Polly Golodnik of Donald Ave., Toronto, who had been attending the Kent Theatre every week for 12 years in hopes of winning one of the cash awards. Foto-Nite, which has given away $160,000 since its inception, has a nine-theatre setup in Toronto and when a name is drawn it is announced in all theatres simultaneously. Several weeks ago Pierre Berton criticized Foto-Nite in his Star column because he thought the chances of winning were too remote.

VISITORS to the Montreal Film Festival, Francois Truffaut of France and Josh Logan of the USA, expressed interest in making a feature film in Canada.

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TAYLOR SUCCEEDS LIGHTSTONE

Successor to Gordon Lightstone as Paramount representative with Affiliated Pictures Corp. Ltd., which that company operates jointly with Columbia of Canada, is Alfred R. Taylor, formerly Chicago manager. He arrived at the head office, Toronto, last week and will take over from Lightstone on Sept. 15.

In making known Taylor's appointment Jerome Pickman, Paramount vice-president and general sales manager, did not say that he would also replace Lightstone as vice-president and general manager of the company's Canadian subsidiary, Paramount Film Service, although that is quite likely.

It is not known whether Taylor will succeed to Lightstone's positions with Affiliated, where the latter is president and managing director. Harvey Harnick, Columbia of Canada vice-president, is general sales manager of Affiliated.

Clearer information will probably come out of a meeting of the board of directors of Affiliated, which should take place soon.

1,000-CAR FP OZONER FOR VCR.

The largest drive-in theatre west of Toronto will be opened in the Spring of 1962 at Coquitlam, near Vancouver, by B.C. Drive-in Theatres Ltd. for operation by Famous Players. FP is a partner with the same company, which Len B. Johnson heads, in the Lougheed Drive-in near Burnaby, a Vancouver suburb.

To accommodate 1,000 cars, the drive-in will be built in a worked-out gravel pit between North Road and the new Port Mann freeway on the Lougheed highway.

The $1,000,000 project, which is scheduled to get under way shortly, will also have a 32-lane bowling alley, a coffee shop and a laundromat with separate parking for 125 cars.

Sunday Shows Show No Gain

Have Sunday shows proved anything in Toronto from a standpoint of attendance? They're bringing out people—but the weekly figures indicate no more are going in seven days than did in six. The theatres are paying seven days operation expenses instead of six but they aren't unhappy about it. They feel that it will take time for people to get used to the idea of going out for a show on Sunday but in the end they expect the BO to show an increase of at least 10 per cent.

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SHORT THROWS

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Truffaut is one of the best known of the new film makers of France and Logan, who has great stature in the live theatre, directed the Warner Bros. film, Fanny. He came to Montreal with Mrs. Logan just before its opening.

DIRECT governmental participation in helping to establish the film as an information medium in the less-developed countries was suggested in a recent Unesco report to the UN. Agencies for production and distribution should be set up by the state or, alternatively, assistance should be lent "by means of development loans, tax exemptions and other initial concessions."

TELEPHONE conference lasting two hours was conducted by CTV Network executives in Toronto with 15 people over new-type speaker phones in the eight affiliated stations from coast to coast. Gordon Keeble, exec. v-p, said it worked out excellently. Manager of network operations at CTV will be Stan S. Wilson, states Spence Caldwell, president, and Al Coyne has been added to the promotion and publicity department to handle advertising and sales promotion.

CBS REPORTS, a TV series, recently provided an interesting hour about film restrictions in the USA in a show called Censorship and the Movies. Censors, Bosley Crowther of the NY Times and Geoffrey Shurlock and aides appeared on it. The program made one reference to British censorship, using a clip, but it didn't draw on the Canadian situation in any way. Canada has nine censorship boards in its ten provinces and a film censor's association.

BOARD of Broadcast Governors proposes a regulation that would require an advertiser who purchases a non-Canadian TV program to buy equal participation in a Canadian program. The move will help the CBC and CTV, the new private network, meet the BBG's 55 per cent Canadian Content regulation. Agency and network representatives will meet next month to discuss the plan.

12 From MGM

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Four Horsemen of the Apocalypse, one of the biggest films ever made by MGM, the company that has produced more of the big ones than any other. Vincente Minnelli has directed Glenn Ford, Charles Boyer, Lee J. Cobb, Paul Lukas, Paul Henreid and Yvette Mimieux in it.

September will see the release of A Thunder of Drums, a CinemaScope and color story about the Indian wars with a large cast headed by Richard Boone, George Hamilton, Luana Patten, Arthur O'Connell and a popular recording artist, Duane Eddy. October will bring Bridge to the Sun, story of an American girl married to a Japanese and living in Japan during the war. It stars Carroll Baker and James Shigeta and its showing in Venice as the official USA festival entry will be followed by a simultaneous world premiere in Washington, San Francisco and Tokyo.

November brings Bachelor in Paradise, a comedy starring Bob Hope and Lana Turner, and The Colossus of Rhodes, a spectacle in SupertotalScope and color starring Rory Calhoun and offering a huge cast. The Hope-Turner film also has Janis Paige, Paula Prentiss, Virginia Grey, Jim Hutton, Don Porter and Agnes Moorhead in it.

The Wonders of Aladdin, in CinemaScope and color and starring Donald O'Connor, Vittorio De Sica and Noelle Adam, is for the Christmas season. Light in the Piazza, with Olivia de Havilland, Rossano Brazzi, George Hamilton, Yvette Mimieux and Barry Sullivan, will follow in 1962. Also due for release during the winter is All Fall Down, starring Eva Marie Saint, Warren Beatty, Angela Lansbury, Karl Malden and Brando de Wilde. William Inge wrote this one, which, like several of the others, is based on a best-selling novel.

Other films for showing early next year are A Very Private Affair, starring Brigitte Bardot and Marcello Mastroianni; Joe Pasternak's new comedy, The Horizontal Lieutenant; and Sweet Bird of Youth, in which Paul Newman and Geraldine Page repeat their roles of Tennessee Williams' Broadway hit.

Among the producers and directors who were connected with one or the other of the films mentioned here are Jules Blaustein, Robert J. Enders, Jacques Bar, Etienne Perier, Joseph Newman, Ted Richmond, Jack Arnold, Henry Levin, Arthur Freed and Guy Green.

Right now MGM's The Honeymoon Machine, starring Paula Prentiss and Steve McQueen, is doing strongly everywhere and Ada, starring Susan Hayward and Dean Martin and co-starring Martin Balsam, is due in the theatres.

Newest production development is the casting of Oscar Homolka is the George Pal production of The Wonderful World of the Brothers Grimm, in Cinerama, which will star Laurence Harvey and Karl Boehm, along with Claire Bloom.

Col's 'The Reluctant Saint'

Columbia has signed an agreement with Edward Dmytryk for co-production of The Reluctant Saint, to be filmed in Italy beginning in October.

BO DURABILITY OF 'BEN-HUR'

Boxoffice durability of Ben-Hur is astounding. After a year's hard-ticket run in Toronto the picture did healthy business in Famous Players' multiple-run setup and it is still to play the drive-ins. In Sudbury it did turnaway business at 20th Century Theatres' drive-in after the in-town engagement and the same thing happened in Ottawa. A French-language version is now running at the Champlain and Cremazie theatres in Montreal and may go six weeks.

The trade is curious to see what sort of business it will do at the Toronto drive-ins after doing so well in the hard-ticket and the popular runs. It may indicate that drive-in audiences are almost untouched by what goes on in covered theatres.

CHAPLIN TALKS TO ROTARIANS

Importance of the motion picture theatre to the community and the absurdities of motion picture censorship were stressed by C. S. Chaplin, general manager of United Artists and public relations chairman of the Motion Picture Industry Council of Canada, in an address to the Rotary Club of Fairbank, a Toronto suburb. The luncheon meeting took place in the Town House.

Even now one of the first buildings in new northern communities is a movie house, sharing the honor with a church, school and perhaps a restaurant. A theatre helps meet entertainment needs as well as being important to places of business.

Chaplin pointed up the inconsistency of censoring films for theatres while TV programs are outside such authority. Hundreds of thousands of Canadians have already seen Never on Sunday but Saskatchewan banned it and the ban was upheld by the appeal board. In that way a handful of people impose their tastes on the great public.

NEED PIC HOUSES

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they knew in them when news that they are closing gets out. This is true of patrons whose own attendance has become less frequent because of increasing years and other attractions. Newspapers and shopkeepers dread their communities becoming theatreless. A recent editorial in the Journal-Argus, St. Mary's, Ont., headed End of a Theatre, is an example:

"One of the many services in our community is that given by our local theatre. In many towns and cities across the land the local theatre has disappeared from the scene this past few years. We think it is a pity that this trend has continued as far as it has. The film industry is no doubt here to stay and although many theatres have been having a tough time of it, we feel that there is something better in store for them in the future when the television trend wears itself out a bit more.

"Another local theatre disappeared in Aurora recently when, according to the Aurora Banner, the Royal Theatre was crumbled to the ground to make way for a parking lot. Says the Banner concerning this loss:

" 'This is a sad circumstance. We hope that now that the old theatre is gone for sure, there will be more hope of a new theatre. Our town misses its own movie house, which would bring business to Aurora, lights to its streets and provide good entertainment at home for young and old. Surely a town of this size can support a small theatre with good pictures. We hope somebody will look our way.'

"It might be noted that the town of Aurora has a population of 7500. It might also be mentioned that we are fortunate in St. Mary's to have an enterprising theatre operator who goes to very great trouble to see that the best possible program is provided six nights of the week at our own Lyric Theatre."

Koster To Direct Fox Film

Henry Koster has been signed to direct 20th-Fox' Mr. Hobbs Takes a Vacation.

Warners' Rev Fattened By ABP Stock Sale

Warner Bros.' film revenue from theatres and TV totalled $63,574,000 in the nine months ended May 27 compared to $66,392,000 for the same period of the last fiscal year. The company's net consolidated earnings, $4,983,000, was equal to $4.42 per share but a special non-recurring capital gain of $4,511,000, or $4 a share, brought the total net income to $9,494,000, equal to $8.42 a share.

The non-recurring special income was from the sale of 1,000,000 ordinary shares of Associated British Pictures Corp. Ltd.

35 COLOR PTG.

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factor of quality, there are three other very pertinent points," he stated. George Mulholland, vice-president of Film Laboratories of Canada Ltd., who insists that first-class 35 mm. color prints can be made in Canada, was apprised of Rosenfeld's questions and gave answers to them.

Rosenfeld said that the most recent article had made reference only to color prints but that there were many brands. "Has Mr. Mulholland's outfit the wherewithal to print all of these different categories and if not, just which?"

Mulholland answered that Technicolor and Eastmancolor are mainly the basic types and European prints are in the same class. "In almost every case processing laboratories use Eastmancolor and the resultant product is known by the name given it by the particular laboratories concerned." Film Lab can process them all, with the exception of 70 mm., the printing of which is uneconomical in Canada, and an impost is not being asked for it.

"I question whether Technicolor will permit any laboratories other than its own to print any of its pictures," Rosenfeld wrote in his second question. Mulholland answered that Technicolor Corp. had been contacted and agreed to let Film Lab handle its work if there is a change in tariff. Since Film Lab's equipment is the same type used in other countries it is easy to direct a negative or internegative "for printing and processing before or after they have been to other countries for the same purpose." He asked: "Does Mr. Rosenfeld believe that only U.S. companies print and process for distribution throughout the world?"

In his third question Rosenfeld said he understood that "an 'answer print' is required to be first runoff from the negative for testing purposes before the regular order of prints is made up." Would the price of from eight to 12 prints by Film Lab at "below present landed cost" include an "answer print" provided such an answer print was not of good enough quality to use as a release print?

Mulholland replied that Film Lab had a full-time chemist, a rigid control system and a check-up at a cost of approximately 200 feet of stock to know the exact results of each scene of a feature and make needed changes before printing and processing is started. Trial and error is eliminated by this method. "The fact that an answer print is not involved enables the company to offer a price, as already stated, below the present landed costs. Distributors have never before been involved in answer prints. Why now?"

DRUNK WANDERED into the subway. "I walked into some guy's cellar," he told a friend later, "and did *he* have a set of trains!" . . . *There are times* when local reviewing takes on a shrewish, harrying style—such as that applied to Tony Martin's performance at the O'Keefe recently. Though

I didn't catch him this time, I can't conceive of this thorough pro doing so poor a show as to warrant the cruel comment he got from the writers. Lotta Dempsey, a first-class writer and a first-class human being, stood up for Martin and his performance in *The Star* after those sneering stories about it . . . *Did Blaik Kirby*, film critic of *The Star*, have to give away so much of the plot of *The Deadly Companions?* Theatre people think this sort of thing isn't fair. It can detract from the enjoyment of the reader who sees the film—if he bothers going after he knows so much about it . . . *Montreal* school children get an hour of English daily. "You're supposed to be able to speak both languages that way—but that hasn't happened yet," said our lecturer-driver on a sightseeing tour. "You learn the words all right but the trouble is that you have to make your own conversation."

CNE GRANDSTAND show employs so many people that it's just about a population explosion to rhythm. The kind of choreography and the revival of the pageant sort of takes an old-timer back to the Twenties. There's no important star and I missed being challenged for my approval as a patron by a single personality. There are so many people and they're so far away that they seem only half-human after a while — but, handled by Jack Arthur and his aides, they make a lively, colorful show unique as much for its composition as for its dimensions. Arthur employs troops of Mounties, military cadets, police, students and pros for the show, which is short a few laughs but that's about all . . . *Acclaim won* by the National Youth Orchestra at its annual concert, held in Stratford this time, made a mighty happy man of Jack Bernstein, Allied Artists' sales chief, who helped organize it and is the NYO vice-president . . . *Kid talk* at the CNE always takes the same form. One always asks another, "How much did YOU spend?" and "How much money have YOU got left?" Then, "You mean you spent ALL your money too? Gosh, we haven't got carfare home" . . . *Gypsy Rose Lee*, a grand gabber as well as a looker, will be a head table guest at the Sept. 28 Variety Club luncheon, so put it on your pad now. That meeting is shaping up like the best to date of an unforgettable series.

EXPORT ASSN.

(Continued from Page 1)

son, vice-president of the MPEAA and president of the company. Labow thus becomes the second Canadian in an important international film post, the first being Wolfe Cohen, president of Warner Bros. Pictures International Corp.

Labow comes to the new post with nearly 15 years' film experience. Educated in Canadian schools in Winnipeg, he served in the Canadian Army from December 1939, to March, 1947, and rose from private to captain. In 1947 he entered the motion picture business in Winnipeg with the RKO sales department. He moved on to Toronto and rose from salesman to branch manager and by 1954 was general manager for RKO in Canada.

In 1957 he was appointed managing director for Australasia, where he remained until the RKO overseas operation was abolished. During the past year and a half Labow has been in independent production and distribution in Great Britain and on the Continent.

As general manager for the African export company he will be responsible for all of the new organization's film activities in Nigeria, Ghana, Liberia, Sierra Leone and Gambia. It is planned to establish offices in both Lagos, Nigeria and Accra, Ghana.

Labow, as his first official act, announced the appointment of Joseph Payne Lorde as assistant to the manager.

UA's 'Girl On The Boat'

Norman Wisdom stars in the Knightsbridge production for UA, The Girl on the Boat, which is now before the cameras in London.

News Clips

Montreal will have another French-Canadian advertising and publicity outlet on Sept. 5, when a new evening daily paper, Le Nouveau Journal, is launched under the editorship of Jean-Louis Gagnon. Amusement rates are 35c per line except for circus and tent shows, which are $1. The Toronto office is under Basil D. Brown . . . Harry Rasky will set up the opening show for the new CTV TV network, which Ross McLean joined as executive producer recently. Ted Cott, until recently an NTA v-p in the USA, is programming consultant, though not on the staff. CTV programs selected from affiliates are Winnipeg's 20 Questions, Rai Purdy's West Coast variety show from Vancouver and Montreal's Showdown, a musical game being co-produced by Screen Gems, a Columbia Pictures subsidiary.

Pickering Township planning board does not approve of the location of Roy Jones' drive-in project near Toronto, having changed its mind, and he has been asked to submit others. Barry Allen received a permit not far from the Jones location for what is to be an Odeon year-round operation . . . Glen Peacock closed his Isis Theatre, Calgary, because of illness and says he will reopen if well enough in the Fall . . . Adeline DeWalt Reynolds, 98, who made her acting debut at 70 and appeared in many films, died in Los Angeles recently . . . Former Canadian Billy Butlin, holiday resort king, gave the Variety Club of Great Britain a £15,000 gift, of which £10,000 is to go to a project in East London to be known as the Billy Butlin Boys' Club. A former Chief Barker, he has personally donated over £50,000 to Variety work.

Although the Philippines has 632 motion picture theatres 93 feature films were produced in it during 1960, when a total of 422 feature films were released . . . Studio of Tele-Video Productions was opened recently by Lew Pollack Productions in the heart of the Broadway area. It has two large sound stages. An emphatic effort is being made to develop motion picture production in New York on a large scale, with Mayor Wagner promising support and the unions being helpful . . . Theatre owners will appeal the recent decision of the Arkansas Public Service Commission to permit Telemeter to operate in Little Rock . . . Jack Foxe has joined MGM's Eastern ad and publicity department and will work out of NY to assist in the merchandising of the company's pictures in the USA and Canada.

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